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Warren R. Plunkett, Gemmy S. Allen, Raymond F. Attner

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MANAGEMENT: MEETING AND EXCEEDING CUSTOMER EXPECTATIONS, Tenth Edition is a comprehensive survey of the principles and practices of management as they are currently being applied in the United States and around the world. The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: (1) the never-ending effort by managers and organizations to meet or exceed customers' needs and (2) the need organizations and their people have to be guided by effective leadership. An underlying theme of this edition is Enterprise 2.0, meaning the use of social media in business.

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